

Rep Order# 9821147 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/18/2012 2:42 PM
Last Received: 09/18/2012 2:24 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product ROMNEY 4 PRESIDENT
Estimate# 86
Buyer STEPHANIE KINCAID
Phone#
Fax#

57396
Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //86
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 9/18
SEE LNS 12-13 FOR RATE REVISIONS
PREVTT=154000 - REVTT=155000 - TOTAL ADD=1000
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	TU	8P-9P	NCIS	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								
	*13	TU	9P-10P	NCIS LA	:30	\$3,500.00	09/25-09/25	1	1	1	\$3,500.00	
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 2 / \$7,500.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$155,000.00
Sales Totals: 130 / \$155,000.00
Station Totals: 130 / \$155,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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---COMPETITIVE---

Market Totals	\$470,267	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	32%
		WKRC	32%	WLWT	20%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

Rep Order# 9821147 Ver# 2 Status Returned
EC'd No

Traffic Order#

Printed: 09/18/2012 11:16 AM
Last Received: 09/17/2012 10:26 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
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--- REMARKS ---

pls see lines 12 & 13 for rate change
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	TU	8P-9P	NCIS	:30	\$3,500.00	09/25-09/25	1	1	1	\$3,500.00	
				Station Remark: V2 change rate to 4,000.00								
	*13	TU	9P-10P	NCIS LA	:30	\$3,000.00	09/25-09/25	1	1	1	\$3,000.00	
				Station Remark: V2 change rate to 3,500.00								

---REPORT TOTALS---

Report Totals: 2 / \$6,500.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$154,000.00
Sales Totals: 130 / \$154,000.00
Station Totals: 130 / \$154,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$467,233	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	32%
		WKRC	32%	WLWT	20%	WSTR	0%	WXIX	14%		

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Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Rep Order# 9821147 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/18/2012 8:19 AM
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Showing Buylines: All Lines

1 of 3

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M-TU	6A-630A	NEWS	:30	\$450.00	09/19-09/25	10 P2	1	10	\$4,500.00	
	2	W-F,M-TU	630A-7A	NEWS	:30	\$450.00	09/19-09/25	10 P2	1	10	\$4,500.00	
	3	W-F,M-TU	7A-8A	NEWS	:30	\$225.00	09/19-09/25	10 P2	1	10	\$2,250.00	
	4	W-F,M-TU	8A-9A	NEWS	:30	\$225.00	09/19-09/25	10 P2	1	10	\$2,250.00	
	5	W-F,M-TU	11A-12P	PRICE	:30	\$450.00	09/19-09/25	5 P2	1	5	\$2,250.00	
	6	W-F,M-TU	12P-1230P	NEWS	:30	\$500.00	09/19-09/25	10 P2	1	10	\$5,000.00	
	7	W-F,M-TU	5P-530P	NEWS	:30	\$750.00	09/19-09/25	10 P2	1	10	\$7,500.00	
	8	W-F,M-TU	530P-6P	NEWS	:30	\$800.00	09/19-09/25	10 P2	1	10	\$8,000.00	
	9	W-F,M-TU	6P-630P	NEWS	:30	\$900.00	09/19-09/25	10 P2	1	10	\$9,000.00	
	10	W-F,M-TU	730P-8P	ET	:30	\$850.00	09/19-09/25	10 P2	1	10	\$8,500.00	
	11	W-F,M-TU	11P-1135P	NEWS	:30	\$1,800.00	09/19-09/25	9 P2	1	9	\$16,200.00	

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	8P-9P	NCIS	:30	\$3,500.00 <i>change to \$400</i>	09/25-09/25	1 <i>P2</i>	1	1	\$3,500.00	
	13	TU	9P-10P	NCIS LA	:30	\$3,000.00 <i>change to \$3500</i>	09/25-09/25	1 <i>P2</i>	1	1	\$3,000.00	
	14	W	9P-10P	CRIM MINDS	:30	\$5,000.00	09/19-09/19	1 <i>P2</i>	1	1	\$5,000.00	
	15	W	10P-11P	CSI	:30	\$3,500.00	09/19-09/19	1 <i>P2</i>	1	1	\$3,500.00	
	16	TH	8P-9P	BIG BANG	:30	\$4,000.00	09/20-09/20	1 <i>P2</i>	1	1	\$4,000.00	
	17	F	10P-11P	BLUE	:30	\$2,500.00	09/21-09/21	1 <i>P2</i>	1	1	\$2,500.00	
	18	SA	6A-7A	NEWS	:30	\$225.00	09/22-09/22	1 <i>P2</i>	1	1	\$225.00	
	19	SA	7A-8A	NEWS	:30	\$225.00	09/22-09/22	1	1	1	\$225.00	
	20	SA	8A-9A	NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	21	SA	9A-10A	NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	22	SA	6P-630P	NEWS	:30	\$450.00	09/22-09/22	1 <i>P2</i>	1	1	\$450.00	
	23	SA	9P-10P	CRIMETIME	:30	\$1,200.00	09/22-09/22	1 <i>P2</i>	1	1	\$1,200.00	
	24	SA	11P-1130P	NEWS	:30	\$1,800.00	09/22-09/22	2 <i>P2</i>	1	2	\$3,600.00	
	25	SU	9A-930A	NEWS	:30	\$450.00	09/23-09/23	1 <i>P2</i>	1	1	\$450.00	
	26	SU	930A-10A	NEWS	:30	\$450.00	09/23-09/23	1	1	1	\$450.00	
	27	SU	10A-1030A	NEWS	:30	\$450.00	09/23-09/23	1	1	1	\$450.00	
	28	SU	1030A-11A	FACE NATION	:30	\$400.00	09/23-09/23	1	1	1	\$400.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	SU	1P-4P	BENGALS	:30	\$15,000.00	09/23-09/23	3 P2	1	3	\$45,000.00	
	30	SU	630P-7P	NEWS	:30	\$800.00	09/23-09/23	1 P2	1	1	\$800.00	
	31	SU	7P-8P	60 MIN	:30	\$2,500.00	09/23-09/23	2 P2	1	2	\$5,000.00	
	32	SU	11P-1135P	NEWS	:30	\$1,800.00	09/23-09/23	2 P2	1	2	\$3,600.00	

---REPORT TOTALS---

Report Totals: 130 / \$154,000.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$154,000.00
Sales Totals: 130 / \$154,000.00
Station Totals: 130 / \$154,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$467,233	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	32%
		WKRC	32%	WLWT	20%	WSTR	0%	WXIX	14%		

Books null
Demos RA35+

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 57396

Line: 1

09/19/12 day	6:28:14 AM	:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/19/12 day	5:57:21 AM	:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/20/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/20/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/21/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/21/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/24/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/24/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	8	MWASH
09/25/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/25/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	5	MWASH

\$4,500.00

10

Line: 2

09/19/12 day	6:36:05 AM	:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/19/12 day	6:50:22 AM	:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/20/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/20/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/21/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/21/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/24/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	8	MWASH
09/24/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/25/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	5	MWASH
09/25/12 day		:30	\$450.00	6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	7	MWASH

\$4,500.00

10

Line: 3

09/19/12 day	6:59:25 AM	:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/19/12 day	7:58:56 AM	:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/20/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/20/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/21/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/21/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/24/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/24/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/25/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	8	MWASH
09/25/12 day		:30	\$225.00	CBS This Morning	(7:00:00 AM-8:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	5	MWASH

\$2,250.00

10

Line: 4

09/19/12 day	8:12:30 AM	:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/19/12 day	8:53:30 AM	:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/20/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	8	MWASH
09/20/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	AIROMNEY 4 PRESIDENT	86	P-2	2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 57396

Line: 4

09/21/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/21/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/24/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/24/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/25/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/25/12 day		:30	\$225.00	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ROMNEY 4 PRESIDENT	86	P-2	5	MWASH

\$2,250.00

10

Line: 5

09/19/12 day	10:58:26 AM	:30	\$450.00	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/20/12 day		:30	\$450.00	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	86	P-2	5	MWASH
09/21/12 day		:30	\$450.00	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/24/12 day		:30	\$450.00	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/25/12 day		:30	\$450.00	The Price is Right	11:00 AM-12:00 PM	ROMNEY 4 PRESIDENT	86	P-2	3	MWASH

\$2,250.00

5

Line: 6

09/19/12 day	12:20:49 PM	:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/19/12 day	12:08:52 PM	:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/20/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/20/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/21/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/21/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/24/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	8	MWASH
09/24/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/25/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	5	MWASH
09/25/12 day		:30	\$500.00	Local 12 News at Noon	12:00 PM-12:30 PM	ROMNEY 4 PRESIDENT	86	P-2	6	MWASH

\$5,000.00

10

Line: 7

09/19/12 day	5:27:10 PM	:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
09/19/12 day	5:03:58 PM	:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	10	MWASH
09/20/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	2	MWASH
09/20/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/21/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	3	MWASH
09/21/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	9	MWASH
09/24/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/24/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/25/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	5	MWASH
09/25/12 day		:30	\$750.00	5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	8	MWASH

\$7,500.00

10

Line: 8

09/19/12 day	5:34:56 PM	:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PM)	ROMNEY 4 PRESIDENT	86	P-2	6	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12

Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Romney/R/President

Agency: American Rambler Pro

Station: WKRC-TV

Order: 57396

Line: 8

09/19/12 day	5:49:48 PM	:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	1 MWASH
09/20/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	2 MWASH
09/20/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	8 MWASH
09/21/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	10 MWASH
09/21/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	3 MWASH
09/24/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	4 MWASH
09/24/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	7 MWASH
09/25/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	5 MWASH
09/25/12 day		:30	\$800.00	5p Local 12 News at Five	(5:30:00 PM-6:00:00 PIROMNEY 4 PRESIDENT 86	P-2	9 MWASH

\$8,000.00

10

Line: 9

09/19/12 day	6:20:32 PM	:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	1 MWASH
09/19/12 day	6:04:49 PM	:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	7 MWASH
09/20/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	10 MWASH
09/20/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	2 MWASH
09/21/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	3 MWASH
09/21/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	8 MWASH
09/24/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	6 MWASH
09/24/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	4 MWASH
09/25/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	9 MWASH
09/25/12 day		:30	\$900.00	6p Local 12 News at Six	6:00 PM-6:30 PM ROMNEY 4 PRESIDENT 86	P-2	5 MWASH

\$9,000.00

10

Line: 10

09/19/12 day	7:42:52 PM	:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	1 MWASH
09/19/12 day	7:51:44 PM	:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	6 MWASH
09/20/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	10 MWASH
09/20/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	2 MWASH
09/21/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	3 MWASH
09/21/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	8 MWASH
09/24/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	9 MWASH
09/24/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	4 MWASH
09/25/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	7 MWASH
09/25/12 day		:30	\$850.00	M-F 730p-8p	7:30 PM-8:00 PM ROMNEY 4 PRESIDENT 86	P-2	5 MWASH

\$8,500.00

10

Line: 11

09/19/12 day	11:05:23 PM	:30	\$1,800.00	11p M-F Local 12 News	11:00 PM-11:35 PM ROMNEY 4 PRESIDENT 86	P-2	8 MWASH
09/19/12 day	11:27:37 PM	:30	\$1,800.00	11p M-F Local 12 News	11:00 PM-11:35 PM ROMNEY 4 PRESIDENT 86	P-2	1 MWASH
09/20/12 day		:30	\$1,800.00	11p M-F Local 12 News	11:00 PM-11:35 PM ROMNEY 4 PRESIDENT 86	P-2	9 MWASH
09/20/12 day		:30	\$1,800.00	11p M-F Local 12 News	11:00 PM-11:35 PM ROMNEY 4 PRESIDENT 86	P-2	2 MWASH
09/21/12 day		:30	\$1,800.00	11p M-F Local 12 News	11:00 PM-11:35 PM ROMNEY 4 PRESIDENT 86	P-2	3 MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 11												
09/24/12 day			:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	86	P-2	4	MWASH
09/24/12 day			:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	86	P-2	7	MWASH
09/25/12 day			:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	86	P-2	6	MWASH
09/25/12 day			:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT	86	P-2	5	MWASH
				\$16,200.00							9	
Line: 12												
09/25/12 day			:30	\$4,000.00		Tue Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$4,000.00							1	
Line: 13												
09/25/12 day			:30	\$3,500.00		Tue Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$3,500.00							1	
Line: 14												
09/19/12 day	9:52:10 PM		:30	\$5,000.00		Wed Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$5,000.00							1	
Line: 15												
09/19/12 day	10:36:53 PM		:30	\$3,500.00		Wed Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$3,500.00							1	
Line: 16												
09/20/12 day			:30	\$4,000.00		Thu Reg 1	8:00 PM-9:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$4,000.00							1	
Line: 17												
09/21/12 day			:30	\$2,500.00		Fri Reg 3	10:00 PM-11:00 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH
				\$2,500.00							1	
Line: 18												
09/22/12 day			:30	\$225.00		6a-8a Local 12 News Sa (6:00:00 AM-7:00:00 AI	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH	
				\$225.00							1	
Line: 19												
09/22/12 day			:30	\$225.00		6a-8a Local 12 News Sa (7:00:00 AM-8:00:00 AI	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH	
				\$225.00							1	
Line: 20												
09/22/12 day			:30	\$350.00		CBS This Morning Satur (8:00:00 AM-9:00:00 AI	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH	
				\$350.00							1	
Line: 21												
09/22/12 day			:30	\$350.00		CBS This Morning Satur (9:00:00 AM-10:00:00 /	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH	
				\$350.00							1	
Line: 22												
09/22/12 day			:30	\$450.00		6pm Local 12 News Sat 6:00 PM-6:30 PM	ROMNEY 4 PRESIDENT	86	P-2	1	MWASH	
				\$450.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Romney/R/President												
Agency: American Rambler Pro												
Station: WKRC-TV												
Order: 57396												
Line: 23												
09/22/12 day			:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 24												
09/22/12 day			:30	\$1,800.00		11p M-Su Local 12 News	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/22/12 day			:30	\$1,800.00		11p M-Su Local 12 News	(11:00:00 PM-11:30:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											2	
Line: 25												
09/23/12 day			:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 26												
09/23/12 day			:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 27												
09/23/12 day			:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 28												
09/23/12 day			:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 29												
09/23/12 day			:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/23/12 day			:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/23/12 day			:30	\$15,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	ROMNEY 4 PRESIDENT 86		P-2	3	MWASH
											3	
Line: 30												
09/23/12 day			:30	\$800.00		630p Local 12 News Sur	6:30 PM-7:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											1	
Line: 31												
09/23/12 day			:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
09/23/12 day			:30	\$2,500.00		Sun Reg 1	7:00 PM-8:00 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
											2	
Line: 32												
09/23/12 day			:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	2	MWASH
09/23/12 day			:30	\$1,800.00		11p M-Su Local 12 News	11:00 PM-11:35 PM	ROMNEY 4 PRESIDENT 86		P-2	1	MWASH
											2	
											130	
											130	
											130	
											130	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
				\$155,000.00							130	

[Filtered by:] [Sorted by: Station]